MARLBORO RACING TEAM

~~2/26/93~~
3/1/93

RACING TEAM CATALOG DISTRIBUTION:

	QUANTITY	EST. RED.RATE	TTL ORDERS
HIGH			
RETAIL	225,000	8%	18,000
MEDIA	155,000	5%	7,750
DIR. MAIL	20,000	10%	2,000
ORDERS	20,000	5%	1,000
KA & WYO	0	0%	0
1-800	0	0%	0
			28,750
MEDIUM			
RETAIL	225,000	6%	13,500
MEDIA	155,000	3.50%	5,425
DIR. MAIL	20,000	10%	2,000
ORDERS	20,000	5%	1,000
KA & WYO	0	0%	0
1-800	0	0%	0
			21,925
LOW			
RETAIL	225,000	4%	9,000
MEDIA	155,000	2%	3,100
DIR. MAIL	20,000	10%	2,000
ORDERS	20,000	5%	1,000
KA & WYO	0	0%	0
1-800	0	0%	0
			15,100

REDEMPTION BY ITEM

	#SKU's	5 UPC's PLUS:	EST. PRICE	EST %	OF 15m ORDERS	$$$	MILES
LIGHTER	1	$4.00	$2.50	16%	2,400	$6,000	80
HAT #1 - Red	1	8.00	5.00	10%	1,500	$7,500	160
HAT #2 - Wool Blend	1	~~8.00~~ 10	~~5.00~~ 4.25	10%	1,500	$7,500	160
T-SHIRT #1 - White	1	8.00	4.00	10%	1,500	$6,000	160
T-SHIRT #2 - Black	1	8.00	5.00	8%	1,200	$6,000	160
~~T-SHIRT #3 - Ash~~	~~1~~	~~8.00~~	~~5.00~~	~~8%~~	~~1,200~~	~~$6,000~~	~~160~~
PISTOL TIRE GAUGE	1	12.00	6.50	3%	450	$2,925	
3-POSTER COLLECTION	1	16.00	10.00	3%	450	$4,500	
SWISS ARMY KNIFE	1	20.00	10.60	5%	750	$7,950	
COOLER BAG	1	22.00	18.50	5%	750	$13,875	440
SWEATSHIRT #1 - Ash	3	25.00	~~19.50~~ 16.50	3%	450	$8,775	
SWEATSHIRT #2 - Black	3	28.00	~~19.50~~ 18.25	2%	300	$5,850	
PISTON ASHTRAY	1	~~25.00~~	~~15.00~~	5%	750	$11,250	500
WATCH	1	35.00	22.00	5%	750	$16,500	
NYLON JACKET	3	40.00	25.00	5%	750	$18,750	
VARSITY JACKET - Red	3	105.00	82.50	0.5%	75	$6,188	2100
VARSITY JACKET - Black	3	115.00	90.00	1%	150	$13,500	2300
~~HELMET~~	~~4~~	~~120.00~~	~~100.00~~	~~0.5%~~	~~75~~	~~$7,500~~	
TOTAL	31			100%	15,000	$156,563	

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Source: https://www.industrydocuments.ucsf.edu/docs/hkfn0004